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**MAINTENANCE OF HEALTH OF STUDENT YOUNG PEOPLE
BY FACILITIES TOURIST SERVICES**

The main point of tourist services as a way of effective realization of students' health promotion is considered. The problem of Ukrainian students' health promotion is one of the problems of today. The effectiveness of training in a greater extent depends on the state of health, and in the future the efficiency of production processes of specialists, the relations and the society development also depend on the state of health. Crisis of the society causes the changes in the motivation of educational activity of students, reduction of their creativity and motor activity; delay their physical and mental development, deflections in their social behavior. That is why the main point of the tourist services as way of students' health promotion is reasonably considered. Its influence on the formation of the necessary skills, development of motor activity, health improvement, increasing the efficiency of working ability may be one of ways of solving the problem of students' health promotion. The tourist services essentially is the part of students' health promotion, the base of specific efficient use of motor activity as a factor of health improvement, the optimization of physical state as healing source which allows to influence on the habits, behavioral stereotypes, principles of students' life, it may cause realization the necessity of their health promotion.

Active implementation of tourist services in students' daily life is measure of education, general culture level and culture of health, development, health improvement and the stimulation of the immune system. The implementation of healthy lifestyle by developing the compensation vitality, intensification of the effectiveness of students' teaching, improving of emotional state, increasing the level of motor activity is the main point of tourist services as mean of students' health promotion.

Keywords: tourist services, health, health promotion, student, problem, formation, main point, ways, activity.